

ABSTRACT

A method and a system for a radio listener or a television viewer to retrieve a stored broadcast segment, such a song title or a sound recording, upon receiving a transmitted broadcast segment. In one embodiment, a computer-implemented method and system facilitates retrieving a stored broadcast segment associated with a transmitted broadcast segment in response to a user inquiry, wherein the user inquiry references a time and a date of a broadcast and a station identifier of the transmitted broadcast segment. The user initiates the inquiry upon receiving the transmitted broadcast segment that interests the user. The method includes configuring a broadcast segment database with a plurality of stored broadcast segments associated with respective broadcast times, broadcast dates, station identifiers and identification information. A first bookmark is generated in response to the user inquiry, wherein the first bookmark includes information describing the time and date of broadcast and the station identifier from the user inquiry. The first bookmark is stored in association with a user identification code in a user database. The first stored broadcast segment, corresponding to the first bookmark, is retrieved from the broadcast segment database and transmitted to a user-selected destination.